

CONTRACT



KNSD
225 Broadway
San Diego, CA 92101
(619) 231-3939

www.nbcsandiego.com

And:

DEL CIELO MEDIA
10755 SCRIPPS POWAY PARKWAY
SUITE 500
SAN DIEGO, CA 92131
USA

<u>Contract / Revision</u> 328888 /		<u>Alt Order #</u>
<u>Product</u> CARL DEMAYO FOR MAYOR		
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Estimate #</u> C29N06	
<u>Advertiser</u> CARL DEMAYO FOR MAYOR		<u>Original Date / Revision</u> 08/08/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KNSD	<u>Account Executive</u> Stephen Weber	<u>Sales Office</u> San Diego Local
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
		<u>Total Ratings</u> 224.00
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 26722		<u>Advertiser Ref</u> 27583

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KNSD	10/29/12	11/04/12	3-4P ELLEN	3-4P		:30				NM	5	\$1,125.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$225.00	1.20			
N 2	KNSD	10/29/12	11/04/12	7A-9A TODAY SHOW	7A-9A		:30				NM	15	\$8,775.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				15	\$585.00	1.80			
N 3	KNSD	10/29/12	11/04/12	6A-8A SA TODAY	6a-8a	-----S-	:30	1	\$115.00	1.00	NM	1	\$115.00
		CDR											
N 4	KNSD	10/29/12	11/04/12	8-9A SU MEET THE PRESS	8-9A	-----S	:30	1	\$810.00	1.20	NM	1	\$810.00
		CDR											
N 5	KNSD	10/29/12	11/04/12	4-5P SD NEWS NOW	4-5P		:30				NM	5	\$1,475.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$295.00	2.70			
N 6	KNSD	10/29/12	11/04/12	6-7P NBC7 NEWS AT 6P	6P-656P		:30				NM	5	\$3,150.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$630.00	3.00			
N 7	KNSD	10/29/12	11/04/12	6-7P NBC7 NEWS AT 6P	6P-656P		:30				NM	2	\$1,260.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	-T--F--				2	\$630.00	2.40			
N 8	KNSD	10/29/12	11/04/12	1135P-1235A TONIGHT SHC	1135P-1235A		:30				NM	5	\$2,700.00
		CDR											

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

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<u>Contract / Revision</u> 328888 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Product</u> CARL DEMAIO FOR MA	<u>Estimate #</u> C29N06
<u>Advertiser</u> CARL DEMAIO FOR MAY		<u>Original Date / Revision</u> 08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$540.00	2.60			
N 9	KNSD	10/29/12	11/04/12	11P-1135P M-SU NBC SD N 11P-1135P			:30				NM	7	\$5,040.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTFSS				7	\$720.00	2.30			
N 10	KNSD	10/29/12	11/04/12	7-730P M-F WHEEL OF FRT 7P-730P			:30				NM	4	\$2,880.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MT--TF--				4	\$720.00	3.50			
N 11	KNSD	10/29/12	11/04/12	730-8P M-F JEOPARDY	730P-8P		:30				NM	4	\$5,400.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M--WTF--				4	\$1,350.00	5.40			
N 12	KNSD	10/29/12	11/04/12	730-8P SA JEOPARDY	730P-8P	-----S-	:30	1	\$405.00	2.80	NM	1	\$405.00
CDR													
N 13	KNSD	10/29/12	11/04/12	SA9-10P LAW & ORDER: SV9-10P		-----S-	:30	1	\$675.00	2.60	NM	1	\$675.00
CDR													
N 14	KNSD	10/29/12	11/04/12	530-6P SA/SU NIGHTLY NW530P-6P		-----SS	:30	2	\$340.00	2.20	NM	2	\$680.00
CDR													
N 15	KNSD	10/29/12	11/04/12	1130P-103A SNL	1130P-103A	-----S-	:30	1	\$990.00	4.20	NM	1	\$990.00
CDR													
N 16	KNSD	10/29/12	11/04/12	TH10-11P ROCK CENTER	10-11P	---T---	:30	1	\$1,350.00	2.30	NM	1	\$1,350.00
CDR													
N 18	KNSD	11/05/12	11/05/12	3-4P ELLEN	3-4P		:30				NM	1	\$225.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$225.00	1.20			
N 19	KNSD	10/29/12	11/04/12	5A-6A M-F NBC SD NWS TD5A-6A			:30				NM	5	\$1,575.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$315.00	1.20			
N 20	KNSD	11/05/12	11/06/12	5A-6A M-F NBC SD NWS TD5A-6A			:30				NM	2	\$630.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$315.00	1.20			
N 21	KNSD	11/05/12	11/06/12	7A-9A TODAY SHOW	7A-9A		:30				NM	6	\$3,510.00
CDR													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----				6	\$585.00	1.80			
N 22	KNSD	10/29/12	11/04/12	7-8A SU TODAY	7-8A	-----S	:30	1	\$115.00	0.70	NM	1	\$115.00
CDR													

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

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Contract / Revision 328888 /		Alt Order #
Contract Dates 10/29/12 - 11/06/12	Product CARL DEMAIO FOR MA	Estimate # C29N06
Advertiser CARL DEMAIO FOR MAY		Original Date / Revision 08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 23	KNSD	11/05/12	11/05/12	4-5P SD NEWS NOW	4-5P		:30				NM	1	\$295.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$295.00	2.70			
N 24	KNSD	10/29/12	11/04/12	5P-530P NBC SD NWS 5P	5P-530P		:30				NM	5	\$2,700.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$540.00	2.70			
N 25	KNSD	11/05/12	11/05/12	5P-530P NBC SD NWS 5P	5P-530P		:30				NM	1	\$540.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$540.00	2.70			
N 26	KNSD	11/05/12	11/05/12	6-7P NBC7 NEWS AT 6P	6P-656P		:30				NM	1	\$630.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$630.00	3.00			
N 27	KNSD	11/05/12	11/05/12	6-7P NBC7 NEWS AT 6P	6P-656P		:30				NM	1	\$630.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$630.00	2.40			
N 28	KNSD	10/29/12	11/04/12	SA-SU 6-630P NBC SD NEW	6-630P	-----SS	:30	2	\$270.00	1.70	NM	2	\$540.00
		CDR											
N 29	KNSD	11/05/12	11/05/12	1135P-1235A TONIGHT SHC	1135P-1235A		:30				NM	1	\$540.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$540.00	2.60			
N 30	KNSD	11/05/12	11/05/12	11P-1135P M-SU NBC SD N	11P-1135P		:30				NM	1	\$720.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$720.00	2.30			
N 31	KNSD	11/05/12	11/05/12	7-730P M-F WHEEL OF FRT	7P-730P		:30				NM	1	\$720.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$720.00	3.50			
N 32	KNSD	11/05/12	11/05/12	730-8P M-F JEOPARDY	730P-8P		:30				NM	1	\$1,350.00
		CDR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,350.00	5.40			
N 33	KNSD	10/29/12	11/04/12	7-730P SA WHEEL OF FRT	7P-730P	-----S-	:30	1	\$360.00	2.10	NM	1	\$360.00
		CDR											
N 34	KNSD	10/29/12	11/04/12	F10-11P DATELINE	10-11P	----F--	:30	1	\$2,250.00	3.90	NM	1	\$2,250.00
		CDR											
N 35	KNSD	10/29/12	11/04/12	SA 10-11P LAW & ORDER: §	10-11P	-----S-	:30	1	\$765.00	1.80	NM	1	\$765.00
		CDR											

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<u>Contract / Revision</u> 328888 /		<u>Alt Order #</u>
<u>Contract Dates</u> 10/29/12 - 11/06/12	<u>Product</u> CARL DEMAIO FOR MA	<u>Estimate #</u> C29N06
<u>Advertiser</u> CARL DEMAIO FOR MAY		<u>Original Date / Revision</u> 08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 36	KNSD	10/29/12	11/04/12	SU 10-11P	10-11P	-----S	:30	1	\$2,250.00	4.10	NM	1	\$2,250.00
	CDR												
Totals										224.00		94	\$57,175.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	94	\$57,175.00	\$48,598.75
Totals	94	\$57,175.00	\$48,598.75

Signature: _____ Date: _____

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